

INFORMATION REPORT

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	January 17, 2018
SUBJECT/REPORT NO:	Gage Park Concert Series (PED18021) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Pam Mulholland (905) 546-2424 Ext. 4514 Carrie Brooks-Joiner (905) 546-2424 Ext. 4132
SUBMITTED BY:	Anna M. Bradford Director, Tourism and Culture Planning and Economic Development Department
SIGNATURE:	

Council Direction:

The Tourism and Culture Division was directed by Council on November 14, 2012 to produce a summer concert series at the Gage Park (Report PED12203).

Information:

Following the relocation of Festival of Friends, an annual three-day free summer music festival, from Gage Park to a new location in Ancaster, this concert series was to provide alternative free cultural programming for the community and increase public usage of the park during the summer.

A free, non-gated summer concert series called “Gage Grooves” was offered at the Gage Park Bandshell in 2011 and 2012. The series was enhanced and produced in partnership with Sonic Unyon Records Limited (“Sonic Unyon”), a local independent events producer, since 2013. The concert series, now known as “Seven Sundays”, has an annual operating budget of \$29,000. Seven Sundays promotes and nurtures the local music scene and has a lower city music audience.

Gage Park is a vibrant well used park. The park is currently at capacity with community organized events and there is a robust schedule of free cultural programs for the public. As a result, the City will cease to offer the Seven Sundays music series.

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OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

The Growth of Festival and Events at Gage Park

Since Seven Sundays began, Gage Park has seen an 83% increase in the number of festivals and events taking place in June, July and August and a 167% increase in the number of event days for the public generated by these multi-day festivals and events. With the return of Festival of Friends to Gage Park; the expansion of programming and increased attendance at multi-day festivals such as FrancoFEST and It's Your Festival; and the founding of innovative, mass gathering festivals in recent years such as A Midsummer's Dream Colour Festival and Hamilton Rib Fest, the park's booking for events is at capacity.

For 2018, based on existing booked community events, there are no consecutive weekend days available to schedule the Seven Sundays music series.

Gage Park is a multi-purpose park and in addition to cultural programming, offers a variety of sports activities, such as baseball, tennis, shuffleboard, horseshoes and lawn bowling. The Park has two playgrounds (one is wheelchair accessible), greenhouses, the Memorial Rose Garden, spray pad, wading pool, a cycling pump track, the Children's Museum where there is a creative play structure with spring toys and swings, and the heritage Gage Park Fountain.

An overview of other 2017 Gage Park uses shows it is a well-used park. Table 1 below shows a comparison of Gage Park usage statistics from 2011 to 2017. In the interest of data accuracy, these statistics exclude Seven Sundays bookings.

Table 1

Gage Park: Festival and Event Usage Statistics 2011 and 2017 (Summer – June, July, August)	2011	YTD 2017	% increase 2011 to 2017
# of Events	6	11	+83%
# of Events with music programming	4	8	+100%
# of multi-day Events attendance of 5,000+	1	6	+500%
# of Events Days for the public	12	32	+167%
Gage Park Festival and Event Usage Statistics (Year Round)	2011	YTD 2017	% increase 2011 to 2017
# of Events	17	22	+29%
# of Events Days for the public	22	44	+100%
Gage Park – Other Usage	2011	YTD 2017	% increase 2011 to 2017
# of non-public events (e.g. birthday parties, boys and girls club programming etc.)	7	10	+43%

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Gage Park – Other Usage (continued)	2011	YTD 2017	% increase 2011 to 2017
# of photographer/film shoots*	17	7	-59%
# of picnics*	26	10	-61%
Sporting group allocation: Crown Point Community Planning Team – Soccer Accommodation Green Space Permit	May 15 – Sept 1 Wed 6:30pm- 8:30pm	May 15 – Sept 1 Wed 6:30pm- 8:30pm	0%
Sporting group allocation: Gage Park Baseball Association 3 Baseball Diamonds – all C Class Diamond Permits	May 15 – Sept 1 Monday – Friday 6:00pm- 9:00pm, Sat/Sun 8:00am- 9:00pm	May 15 – Sept 1 Monday – Friday 5:00pm- 9:00pm., Sat/Sun 9:00am- 9:00pm	+7%

* In 2017 there are more multi-day events that book the entire park which decreases park availability for picnic and photo shoot bookings.

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